

discussion concrete by describing a particular study. The several authors followed this assignment fairly closely. The reader is therefore given useful insights into the status of research in the fields covered. However, since methods and techniques are in general similar, regardless of the concrete problems to which they are applied, there is a good bit of repetition in the series of essays. This was undoubtedly foreseen and is not altogether unfortunate; it contributes to the lay reader's understanding and it will suggest to potential users of survey techniques new and often ingenious applications that will be of interest and use to them.

Particularly noteworthy from the standpoint of this reviewer is the relative absence of any doctrinaire commitment to particular methods and techniques such as one sometimes encounters in the councils of professionals in the survey field. There seems to be clear recognition on the part of most of these writers that each problem is special, having its own requirements of accuracy, its own limited support fund and time schedule, and requiring, therefore, a particular selection of method and technique. Some academic readers may lament the lack of explicit attention to problems of reliability and validity, although much of the content bears upon these problems by implication. Some may feel also that there is considerable imbalance among the three parts of the book, that more attention by more writers of somewhat divergent experiences and points of view might have been given to problems of attitude and opinion research that is not done for a particular client. The general reader will detect some significant differences among the writers in the social philosophy that they bring to bear upon their undertakings—as, for example, the difference in conception of the role of the market researcher; is it merely to facilitate the sale of a product or a firm as is, or is it to assist in making the product or the firm saleable through intelligent development?

The book is designed to serve two purposes: to guide businessmen and others who have problems amenable to study by sampling questionnaire techniques, and to provide a useful text in specialized training

courses in colleges and universities where students are being prepared for careers in market and opinion research. It will undoubtedly serve both of these purposes better than any other volume now available. For these purposes, Dr. Blankenship made a good selection of authors; each of them has been something of a pioneer (and a progressive one) in his particular domain.

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SHERIF, MUZAHER, and HADLEY CANTRIL.
The Psychology of Ego-Involvements: Social Attitudes and Identifications. Pp. viii, 525. New York: John Wiley & Sons; London: Chapman & Hall, 1947. \$6.00.

Sociologists who have interested themselves in the social psychology of personality have come for the most part to use the concept of the "self" to apply to that which gives both meaning and unity to the vast array of habits, ideas, attitudes, and traits constituting personality. As a concept it has been developed logically from the sociological conception of social interaction. Although the idea of the self in vague outline was originally espoused by psychologists, few if any recent writers in that field have had any interest in it.

It is in terms of this background that *The Psychology of Ego-Involvements* has its greatest significance. These psychologists have, in this book, used the concept of the self as the unifying theme in a first step toward a system of social psychology. It is true that they call the self the "ego," but it is still recognizable as the concept of self which Cooley used. If other psychologists find this notion acceptable it will mean that here for the first time there is a possibility of developing a common language among psychologists, social psychologists, and sociologists.

The authors do give the idea of the self a special twist in that they have tied it in with the psychology of norms (for which Sherif has become known) and the psychology of attitudes (which is one of Cantril's specialties). The self or ego is seen as a genetic development of norms and related attitudes growing out of the

individual's progressive involvement and identification with one group after another. Group membership gives the individual status and provides him with frames of reference which shape his readiness to act toward the situations he meets.

Two special emphases are given by the authors as they sketch the development of the ego—one, that the ego undergoes a special re-formation in adolescence as the youth undergoes rather drastic changes in his relations with his membership groups; the other, that the ego is subject to various degrees of breakdown, which underlie certain forms of delinquency and varieties of mental-emotional disorganization. After gathering together a somewhat random collection of illustrations of ego-involvement from the field of literature, the authors conclude the book with a pitting of their formulation of social psychology against that of the psychoanalysts.

Sociologists will wonder at the evidences of unfamiliarity with the formulations of G. H. Mead and the consequent failure to emphasize the nature of language, communication, and role-taking in the development of the ego. They will also wonder at the insistence on a sharp distinction between "social" attitudes and "nonsocial" attitudes, and at the hints of the persisting notion (to which so many psychologists still seem to be wedded) that biological factors "really cause" these attitudinal phenomena. The implications of this latter insinuation, which appears here and there throughout the book, are that "if we really knew enough, we wouldn't have to go through all this nonsense about the category of the social to explain norms and attitudes"!

It seems to the reviewer that the present authors have been somewhat indiscriminate in their attack on psychoanalysis. Many psychoanalytic concepts are complementary to the ego conceptions found in this book. This may be shown by an illustration: most of us belong to reference groups having contradictory norms which, when internalized in us as individuals, serve to block and frustrate us; the psychoanalytic concepts of the mechanisms of defense and substitution—such as those of projection, rationalization, un-

doing, reaction formation, conversion and the like—are necessary here in order to explain our subsequent behavior; mere taking stock of group membership or reliance on the psychology of norms will not give us prediction and control in this situation. It is, however, only fair to note that many other criticisms of psychoanalysis made by Sherif and Cantril are quite justified.

This book raises a good many questions as much by what it does not say as by what it says. To take an example, since we know from experience that our attitudes vary in intensity, how do we explain this phenomenon in terms of the Sherif-Cantril theory? The authors leave the reader the false impression that all attitudes are more or less equivalent to one another as far as the degree of their effects on motivation is concerned. Then again, to choose another example, how are we to explain the individual's choice of groups to which to affiliate? Since group membership determines attitude, in the Sherif-Cantril view one is left with the necessity of explaining new group affiliation from past group membership. This complete environmental determinism—based on group membership—leads ultimately to an impasse from which the authors could have saved us had they taken into account Dewey's and Mead's ideas about "thought" as an internal conversation.

Although it has some weaknesses, this book must not be lightly dismissed. It is fertile with suggestions for testing empirically the constructs associated with the idea of the self—something which the sociologists have been lax about. And if psychologists in goodly numbers find the book acceptable it may portend new possibilities for co-operative endeavor among the social sciences.

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MOEHLMAN, CONRAD H. *The Church as Educator*. Pp. vii, 184. New York: Hinds, Hayden and Eldredge, 1947. \$2.00.

In less than two hundred pages Dr. Moehlman has packed an amazing amount of information and sage comments upon the history and place of the church as an